

Building a Local BALLE Network

A “How-To” Workshop with the Business Alliance for Local Living Economies
In partnership with BALLE networks and regional partners

Join us!

We believe locally owned, independent businesses are potent agents for change, uniquely prepared to take on economic, community, and environmental challenges with agility and a deep connection to place and relationships. Local businesses are more than profit-makers; they are neighbors, community builders, and the starting point for social innovation.

Learn how local, independent businesses networks throughout North America are transforming their economies into community-centered, green, and fair places to live and work through a focus on green jobs, sustainable industries, investing locally, and buying local first.

What will be covered?

Through a jam-packed day of presentations, group discussion and hands-on activities, you will pick up best practices and develop a plan for your community. We will cover the following aspects of network development, growth and success:

- Getting started and catalyzing community change
- Operations and staffing
- Communications and community-based marketing
- Fundraising and partnerships
- Membership benefits and recruitment
- Volunteer management
- Step-by-step program planning for community campaigns

You'll leave equipped with key principles, tools and relationships for building business and community innovation through the building blocks of a local living economy: independent retail, sustainable agriculture, energy efficiency and renewables, green building, local manufacturing, and community capital.

Who should attend?

Local business, government, and community representatives currently organizing or growing a local, independent business network. (Bringing several members of your steering committee is highly recommended.)

Registration

\$145 for one registration; \$99 for each additional member of your community team. Registration includes:

- Continental breakfast and lunch
- A 100+page binder that accompanies the workshop topics
- A full packet of sample language and program ideas to share in your community

This workshop was developed based on the successes of Bellingham, Washington-based Sustainable Connections and has been successfully delivered to hundreds of people in dozens of communities.

Here's what past workshop participants have to say:

"I have heard nothing but great things about Sustainable Connections and BALLE. With the bar set so high it would have been easy to miss and disappoint, but everyone that I came with walked away energized with a 'we can do this attitude', which actually exceeded my high expectations for the workshop."

"I wanted to know how to start, what tools you had used, what programs you had, to see where I wanted to go first, and second, and so on. I needed guidance and direction and reassurance and I got all of those things... in spades."

"You charged up the batteries on every one of us."

TO REGISTER:

Please send an email to: workshops@LivingEconomies.org for more information and a link to our registration form.

LIMITED SPOTS AVAILABLE
(Some scholarships may be available)

Instructors

Led by BALLE Executive Director, Michelle Long:

Ms. Long is the co-founder and until recently, was the executive director of Sustainable Connections – one of BALLE's oldest and largest networks. Its membership, now 650+ locally owned businesses, has led Bellingham, WA in becoming the nation's top EPA-certified green power community, a leader in green building, in fostering hundreds of new relationships between farmers and food buyers, and shifting the purchasing behavior of 3 in 5 households toward choosing independent businesses first. An NPR Marketplace story called Bellingham the "epicenter of a new economic model" and in 2009, the National Resources Defense Council named Bellingham the #1 small City in the nation for urban progress toward sustainability. Ms. Long is the co-author of *Local First: A How-to Guide*, and was recently named one of the west coast's "top 5 leading ladies of sustainability" by the Sustainable Industries Journal.



Michelle Long
Executive Director, BALLE

According to past workshop participants

"Your presenters were powerful, energetic, credible, refreshing, invigorating; genuinely a powerhouse quality team."

"Listening to Michelle talk I feel entitled to expect the same of my community, of all communities. I feel like I've been given permission to make it happen, because I see that it has worked."

"For people who are more do-ers than talkers about developing local community business networks this workshop is a must. You will receive inspiration, tested, successful tools and join a community of people dedicated to your success and sharing their stories and experience. Don't miss it."

About BALLE

The Business Alliance for Local Living Economies (BALLE) is North America's fastest growing network of socially responsible businesses, comprised of 75 community networks with over 20,000 members across the U.S. and Canada. BALLE networks create local living economies through the building blocks of independent retail, sustainable agriculture, renewable energy, green building, local manufacturing, and community capital. Founded in 2001, BALLE works to foster vibrant communities, a healthy natural environment, and prosperity for all.

Upcoming Workshops

Workshops last one day, and take place from 8 am – 5:30 pm on the day scheduled:

- October 15 – San Francisco, California
- October 26 – Santa Fe, New Mexico
- November 16 – Bellingham, Washington

We welcome additional workshop dates, so please contact workshops@LivingEconomies.org if you'd like to request a workshop in your area!